

SWOPE DISCUSSES INVESTIGATION OF JAPANESE IMMIGRATION

Subcommittee Report Will Recommend Stoppage of Incursion of Mikado's Subjects by Act of Congress.

LOUISVILLE, Ky., July 28.—Dwight Swope, chairman of the subcommittee which recently completed an investigation of Japanese immigration to the Pacific coast states, declared in a statement issued here today that this country has reached a point where it should not permit any unassimilable race to fill up our Pacific states or any other states. Swope said that the entry of any and all immigrants should be predicated upon their ability and desire to become real, loyal and patriotic Americans.

The subcommittee will report to the House committee on immigration at its session in December. Mr. Swope declined to say what recommendations will be made.

"It is rather difficult for the people of the East and the South to fully appreciate the Japanese immigration question and its effect on the Pacific coast," said Mr. Swope. "When we realize that about 100,000 of the approximately 150,000 Japanese in this country live in California, we can readily see why the California view with regard to a continued Japanese immigration, Washington, Oregon and California in particular, is so important to the people of the Pacific coast. It is their favorite climate and fertile soil which has attracted them to this country. The total Japanese population in the United States lies in these three states."

The California view, Mr. Swope said, "is that the gentlemen's agreement is being violated and that thousands of Japanese immigrants are entering this country surreptitiously every year by way of the Mexican border. And in support of that statement they offer the fact that the Japanese population in California has doubled since 1913."

It must be said that the Japanese as well as the Mexicans are coming in as soon as they can get something from their earnings to go into business for themselves, usually by buying land. They are acquiring great tracts of land in California, and taking over whole communities. As the Japanese come in many whites would move out because, as they stated, they did not like the new environment and they do not compete with the Japanese owing to their different standards of living.

"These facts have led to the passage of the California legislation in 1913 of the anti-land law, which made it illegal for those who are not citizens of this country to own land, or to lease it for more than three years. But the Japanese have evaded this law to such an extent that it practically serves no purpose at all. For instance, a Japanese who is desirous of buying land on owning lands, buys the land in the name of his infant native-born child and becomes the guardian of such child. The Japanese also form corporations with white 'dummy' directors, and acquire land in the name of such corporations. The Californians assert that the Japanese offer a racial problem in that they could not be assimilated into this country as a Japanese marries a white woman or vice versa. Both races seem to be desirous of creating a new race. They love their mother country. They love the Japanese traditions and the Japanese language. It is difficult to Americanize them."

"We witnessed the arrival of a consignment of picture brides, who came to this country already 'married' to Japanese men they had never seen. Marriage was arranged by correspondence and an exchange of pictures. Such a protest against that practice was caused that the Japanese bride so that after August of this year the Japanese men will be coming to this country without consuming their marriages with women in Japan."

Predicts Prices of Clothing Will Drop During The Fall

CHICAGO, July 28.—Prices of clothing for fall will be lower, M. J. Collins, of Marinet, Wis., said in an address before retail dry goods merchants from 12 states, who attended the sixth business builders' conference, held under the auspices of the Dry Goods Reporter.

"But," warned Mr. Collins, "don't let your breath waiting for the price of cotton clothing to decline. A short crop and increased demand for cotton products since the war will hold prices at the present level for another season at least."

NEGROES PLAN FAIRS FOR TENNESSEE AND ALABAMA

HUNTSVILLE, Ala., July 28. (Sp.)—Prominent negroes in North Alabama and Southern Middle Tennessee have organized the Northern Alabama and Middle Tennessee Fair and Race circuit for the purpose of holding annual negro fairs in several cities and towns of that section.

Four dates have been assigned as follows: Murfreesboro, Tenn., August 19 to 21; Shelbyville, August 27 and 28; Fayetteville, September 1 and 2; Paducah, September 8 to 11; Winchester, September 16 to 18; South Pittsburg, September 22 to 24; Athens, September 29 to 31; Tusculum, October 6 to 8; Huntsville, October 13 to 15; Harrogate, October 27 to 30.

Dr. B. E. Scruggs, prominent Huntsville negro physician, has been named president of the association and Prof. P. C. Park, of Huntsville, is secretary and treasurer.

MERIDIAN TO VOTE ON \$100,000 AUDITORIUM

MERIDIAN, Miss., July 28. (Sp.)—The city council at Tuesday's session passed an ordinance providing for the construction of a new auditorium on a site and the building of a city hall with a budget of \$100,000. A date for the meeting will be named later.

City Attorney A. B. Auld was instructed to draw up necessary papers to force the railroads to put street crossings in front of the city.

City Clerk and Treasurer W. H. White was instructed to proceed and have printed the financial report of the municipal government, which will be sold today.

F. J. Gaudin urged protective measures against a promised winter fuel shortage with the establishment of a municipal wood yard.

CAPT. GORDON QUILTS RACE FOR JUDGE IN DYER

DYERSBURG, Tenn., July 28. (Sp.)—Capt. S. L. Gordon late Wednesday announced his resignation from the race for county judge. This action will leave the incumbents, W. A. Walker, Jr., and J. M. Robertson, to Gov. Roberts to fill out the unexpired term of Judge D. L. Anderson, who resigned.

The action of Capt. Gordon in declining not to finish the race comes as a keen disappointment to his friends, who were most anxious that he finish the service, but for personal reasons, he wished to withdraw.

In the race for the general assembly, John M. Nichols of this city is opposed by I. N. Williams, of Newbern.

OHINKS MUST VACATE

PEKING, July 28.—At a meeting of the American, British and French diplomatic representatives here today was resolved to notify American, British and French nationals that, according to the protocol of the 1911 convention, other than employees, are permitted to reside in the legation quarters. A 48-hour limit has been given them to vacate. The resolution is aimed at preventing Chinese, particularly political refugees, from obtaining shelter in the quarters.

HOG BREEDERS HERE FOR BIG DUROC SALE

Dozen States Represented by Buyers Attending Auction.

By C. E. COLLINS, Altruist (Field Secretary, American Hog Breeders' Association).

Breeders of hogs from a dozen states met in Memphis, Thursday, to attend the sale of 150 hogs at Duntreath farm, 18 miles east of Memphis, Tennessee, which was operated by J. Bright Goodbar who has built up a herd of red hogs that is unequalled in Tennessee, and that ranks as not only one of the finest in the tri-state but in the whole country. It is expected to auction to the most profitable breed, Thursday afternoon.

A number of Missouri breeders and several from Mississippi, Georgia, North and South Carolina, Indiana and other states were expected to take most of the offerings. Missions to states are more active than they have been for some time. The Duntreath farm sale is one of a series of five sales, three of which have been held in Mississippi and the fifth will take place at Brinkley, Ark., Friday. The Mississippi sales were at White Pine, Dumbur, Enoch, James, Penwood, and Col. T. G. James, Pine Creek farms, Charleston, Mississippi. The other two sales are to be held in special Pullman cars.

Most of the Durocs at the Duntreath North and South were bred by the late Top King, the \$10,000 herd leader, and to Colonel Walt and Duntreath. Fancy Durocs, two other boars that Goodbar recently has been featuring. Nearly half the offerings, however, will be bred by other breeders. The three previous sales have been average ones, with the Pine Creek sale being the best. The Duntreath sale is the best for average, with James sold head in all for an average of \$100.00. The Duntreath sale is the best for average, with James sold head in all for an average of \$100.00. The Duntreath sale is the best for average, with James sold head in all for an average of \$100.00.

DAYTON IN GALA ATTIRE FOR COX

Elaborate Preparations Made for "Home-Coming" Event for Democratic Nominee.

DAYTON, O., July 28.—Dayton burst into gala for the home-coming of the first of those who will be in which Gov. Cox will be the central figure. The first of the home-coming is a non-partisan "home-coming" celebration by Dayton home folks in honor of a former city resident, which is being held for the formal notification ceremonies August 7.

City streets blossomed forth today in flags and bunting for tomorrow's celebration. Lithographs of Gov. Cox also adorned the buildings. It is expected to be laid aside completely for the testimonial of pride in a distinguished Daytonian. The celebration will be held in the city hall, where the mayor will give speeches by Gov. Cox and Mayor Switzer, in a "court of honor," flanked by white stars and stripes. The celebration will be held in the city hall, where the mayor will give speeches by Gov. Cox and Mayor Switzer, in a "court of honor," flanked by white stars and stripes.

Word that many delegates were coming to the notification ceremonies in the hope of concluding the address tomorrow.

Word that many delegates were coming to the notification ceremonies in the hope of concluding the address tomorrow.

Word that many delegates were coming to the notification ceremonies in the hope of concluding the address tomorrow.

1,500 WESTERN HORSES TO BE SOLD IN MEMPHIS

What is the largest shipment of Western horses to Memphis in a week so far this year, will be placed on sale at the Union stockyards next week. The shipment contains about 1,500 head of stock and includes many from Northern Montana and North and South Dakota.

The heavy demand at present has caused the companies to increase their sales. Joseph A. Maxwell & Sons, who recently took over the Union yards, will have charge of the sale.

FOUR HELD TO STATE

Insufficient evidence that they were guilty, City Judge Barker told Will H. Estabrook, John H. Estabrook, John H. Estabrook, John H. Estabrook, on charges of larceny of an auto, caused the members of the Greenwood baseball team Wednesday. Inspector of Detectives Griffin was the chief witness for the police.

Durham, Estabrook and Wright are at liberty on bond pending action of the grand jury. Lowrey is held on \$1,000 bail, unable to secure bond for \$1,000.

STRIKE IN CHILE

RENFOS, AILES, July 28.—A revolutionary committee has been declared in Rengo, Chile, according to information sent by the governor of southern Chile. The committee is headed by Infante. Others are required to leave equipped themselves in the mountains. A number of strikers were killed in an assault by police and soldiers. A number of strikers were killed in an assault by police and soldiers. A number of strikers were killed in an assault by police and soldiers.

C. G. HUTCHISON DIES

Funeral services for C. G. Hutchison, 64, died at his home in Memphis, July 27, will be held from the New Methodist Baptist church Friday morning at 10 o'clock. Friends of the family are invited. Mr. Hutchison was a prominent business man in Memphis and was a member of the Commercial Club and two sons, Clarence and Junior Mack Hutchison.

ARRANGE FOR PRIMARY

GREENWOOD, Miss., July 28. (Sp.)—The LeFlore County Democratic Executive Committee has arranged to hold a primary election at the courthouse in Greenwood on Monday August 28, at 10 o'clock. The primary election will be held at the courthouse in Greenwood on Monday August 28, at 10 o'clock. The primary election will be held at the courthouse in Greenwood on Monday August 28, at 10 o'clock.

DAIRYMEN ARRESTED

Two men and John Dobbs, dairyman, were arrested here today for Thursday afternoon why officers Hicks charged them on police. Why officers Hicks charged them on police. Why officers Hicks charged them on police.

WANTED

Hardwood Lumber Sales Manager. Must be a high-class man, who is familiar with all hardwood markets and can take complete charge of the sales end of our business. If you are the right man, we will take care of the salary.

Hardwood Mill Superintendent. A man that can take complete charge of manufacture, and is familiar with the sales and grading of hardwood logs. Correspondence solicited.

DIAMOND VENEER & LUMBER CO. SHELBYVILLE, INDIANA HOMER I. CUTSINGER, General Manager.

COAL ADVANCES ARE PREDICTED

Dealers Say Shortage Will Bring Boosts to Prices Soon.

Although retail coal prices Thursday advanced at \$5 a ton, sharp advances are expected this territory within a very short time. Dealers declare rates here are below schedule and are caused by low stocks on hand. Scarcity of rolling stock and strikes in the Illinois and Alabama fields are some of the causes for advances to be expected.

A serious shortage is feared in Memphis is freely admitted by the dealers. The priority of the interstate commerce commission has given but little material aid in the struggle for coal at the mines almost as prices are being paid.

In the wholesale market coal is hard to obtain. Several manufacturing plants now are running short, and with little hope of an adequate supply. The hope of an adequate supply of coal will go for the winter. However, dealers declare that the public must pay from \$10 to \$12 a ton on new shipments. On the coal and have the responsibility of how much higher prices will go.

CIVIL WAR EXPECTED IN LOWER CALIFORNIA

MEXICALI, Lower California, July 28.—Gov. Estabrook today of the northern district of Lower California, declared that he expected a civil war in the state. He said that the Mexican government is preparing to invade the state and that the state is preparing to resist.

Immediate Aid For Poland Is Urged

PARIS, July 28.—The Franco-British mission to Poland has made a report on the military situation in that country which it declares is not so desperate as the Mexican government. It is urged that the mission's three main recommendations are as follows:

The mission recommends, first, the immediate sending of munitions to Poland; second, the immediate employment of 600 French officers and 200 British officers; and third, a regrouping of the Polish army, including the moving of troops from the Galician front to the Northern front.

HEFFLIN SAYS MEMPHIANS SPEND \$5,000,000 DAILY

If you want to better financial conditions in this country, practice personal economy," said John J. Hefflin, manager of the Federal Reserve Bank of Memphis, today. He said that the city of Memphis spends \$5,000,000 daily.

CANDIDATES SPEAK AT LAUDERDALE SPRINGS

MERIDIAN, Miss., July 28. (Sp.)—Parties in automobiles went from here to Lauderdale Springs Wednesday to attend the annual picnic and political meeting. Candidates for congress, congressman W. W. Venable, J. A. Collins and C. C. Johnson will speak. Judge C. C. Miller and his opponents, M. Graham and H. Hardy, will also speak. The candidates for circuit judge spoke.

Negro Is Held On Mann Act Charge

MERIDIAN, Miss., July 28. (Sp.)—The first case of its kind, in the annals of the federal court, this district came to light Tuesday with the arrest of Gaston Watts, a well-to-do negro farmer of Clark county, charged with violation of the Mann act, charged with immoral purposes. The charge was made by the girl's father.

G. O. P. BOSSES CONFER

CHICAGO, July 28.—J. R. McCall, executive secretary of the national Republican congressional committee, arrived here today and conferred with Senator New regarding assignment of speakers for meetings in the congressional campaigns.

"We feel certain we will retain our present majority," he said. "We also expect to take up a few seats in the West and Middle West."

Miss Ada Bush, of Kentland, Ind., has been made executive secretary for the women by those in the national executive committee, it was announced today.

FEAST FOR BALL TEAM

GREENWOOD, Miss., July 28. (Sp.)—The Rotarian club had as its guests Tuesday night at its weekly dinner, the members of the Greenwood baseball team. The baseball men were introduced by Warner Wells, secretary of the baseball association. A banquet was held. P. P. McMonroe, of the Sandy Ridge plantation, of the district, J. S. Love presided at the meeting and paid tribute to the members of the Greenwood team.

G. O. P. NOMINEE BUSY

MADISON, Ohio, July 28.—At his desk early today to clear up accumulated correspondence, Senator Harding said he was finding the outwardly quiet period preceding the formal opening of the front porch campaign one of the busiest in his experience. Despite the constant growth of his clerical force and much work outside of office hours, the judge of letters and telegrams kept his headquarters constantly behind schedule.

10,496 Increase In School Census For Ten Years Shown

An increased 10,496 within the last 10 years is shown by the federal school census of Memphis, which has been recently completed and which has just been received by the board of education. In 1918, there were 32,452 boys and girls between the ages of 6 and 21 years residing in this city while the census of this year gives a total of 42,948.

Comparison of the two census reports show that in 1918, there were 9,022 white boys and 5,734 negro boys. This year there are 12,874 white boys and 7,234 negro boys that are residents of Memphis and which makes a total of 20,112 or a gain of 4,978 white and negro boys.

Ten years ago the census report showed that there were 10,433 white girls and 6,882 negro girls, a total of 17,325. The report for this year registers 14,223 white girls and 8,623 negro girls. This makes a gain of 7,790 white girls and 1,720 negro girls during the last 10 years.

The white increase in that length of time is 3,582 and the negro gain for the same length of time is 3,224. It was decided at a meeting of the school board some time ago to accept the federal census report rather than the regular census of the Memphis school board, which makes a total of 20,112 or a gain of 4,978 white and negro boys.

SELL FARMS IN WEST. MOVING TO FLORIDA

HUNTSVILLE, Ala., July 28. (Sp.)—Many tourists from the north and north-west have been passing over the Jackson highway en route south during the last week. Quite a number of them expect to spend the summer in the south and some of them have bought homes in Florida.

Several families numbering 25 persons in all, passed Monday en route to Florida, where they have bought homes. They have sold their farms in the north-west, they said.

Immediate Aid For Poland Is Urged

PARIS, July 28.—The Franco-British mission to Poland has made a report on the military situation in that country which it declares is not so desperate as the Mexican government. It is urged that the mission's three main recommendations are as follows:

The mission recommends, first, the immediate sending of munitions to Poland; second, the immediate employment of 600 French officers and 200 British officers; and third, a regrouping of the Polish army, including the moving of troops from the Galician front to the Northern front.

Eye Efficiency

Every method of merit, combined with a thorough knowledge of the eyes and years of experience assure you absolute satisfaction in every pair of glasses made by MULLFORD'S.

Optical Department
Mulford Jewelry Company
6 S. Main, Memphis, Tenn.

Negro Is Held On Mann Act Charge

MERIDIAN, Miss., July 28. (Sp.)—The first case of its kind, in the annals of the federal court, this district came to light Tuesday with the arrest of Gaston Watts, a well-to-do negro farmer of Clark county, charged with violation of the Mann act, charged with immoral purposes. The charge was made by the girl's father.

Optical Department
Mulford Jewelry Company
6 S. Main, Memphis, Tenn.

Negro Is Held On Mann Act Charge

MERIDIAN, Miss., July 28. (Sp.)—The first case of its kind, in the annals of the federal court, this district came to light Tuesday with the arrest of Gaston Watts, a well-to-do negro farmer of Clark county, charged with violation of the Mann act, charged with immoral purposes. The charge was made by the girl's father.

G. O. P. BOSSES CONFER

CHICAGO, July 28.—J. R. McCall, executive secretary of the national Republican congressional committee, arrived here today and conferred with Senator New regarding assignment of speakers for meetings in the congressional campaigns.

"We feel certain we will retain our present majority," he said. "We also expect to take up a few seats in the West and Middle West."

Miss Ada Bush, of Kentland, Ind., has been made executive secretary for the women by those in the national executive committee, it was announced today.

FEAST FOR BALL TEAM

GREENWOOD, Miss., July 28. (Sp.)—The Rotarian club had as its guests Tuesday night at its weekly dinner, the members of the Greenwood baseball team. The baseball men were introduced by Warner Wells, secretary of the baseball association. A banquet was held. P. P. McMonroe, of the Sandy Ridge plantation, of the district, J. S. Love presided at the meeting and paid tribute to the members of the Greenwood team.

G. O. P. NOMINEE BUSY

MADISON, Ohio, July 28.—At his desk early today to clear up accumulated correspondence, Senator Harding said he was finding the outwardly quiet period preceding the formal opening of the front porch campaign one of the busiest in his experience. Despite the constant growth of his clerical force and much work outside of office hours, the judge of letters and telegrams kept his headquarters constantly behind schedule.

AN Oldsmobile BARGAIN

This is a 1920 7-passenger model; run less than 6,000 on pavement only. Five cord tires. Car perfect in every way. Price right. Call Hemlock 261.

Don't Go Bare-foot!

There's a Sale of Summer Oxfords (Hurley's Included) at

Food That Contains Its Own Sugar
Grape-Nuts
Delightful in flavor
Full of nourishment
Always Ready
No Waste
Grape-Nuts Saves Sugar

How absurdly low! Small sizes of \$12 and \$15 and Oxfords \$3.85

Shop of Culture
MAIN AT MONROE.

MORROW INDORSES LOCAL RIVER LINE

Mississippi Valley Association Official Says Plan Would Be Relief.

Indorsement of the plan to organize a \$1,500,000 shipping corporation in the city as proposed by the Memphis Chamber of Commerce, was voiced by James H. Morrow, executive secretary of the Mississippi Valley association, in a speech before members of the chamber and resident officers of the association, Wednesday.

Mr. Morrow said that he thought it would be a great relief to the restricted shipping conditions of the Mississippi valley that exist at this time.

The purpose of the Mississippi Valley association, he said, was not only to bring better shipping facilities to the cities but to reach out into the smaller communities and extend to them the chance to place their products on the markets of the valley.

The development of the inland waterways is the big project that is under way by the association, but has ports, and canals for the shipping of produce raised in the Mississippi valley will receive due survey.

The Mississippi Valley association has divided the territory into nine zones each zone being divided into districts and a district chairman placed in charge of his allotted territory. Plans are in zone No. 2 and is the first district.

HUN OFFERS SERVICES

PARIS, July 28.—Gen. Ludendorff is reported in a Berlin dispatch to the Journal to have made an offer to the British charge d'affaires at Berlin to raise an army of 1,500,000 men to fight the Bolsheviks in Russia in exchange for the return to Germany of Posen and the amendment of certain clauses of the Versailles treaty, among them the one dealing with Danzig.

MAIL PLANES OFF

NEW YORK, July 28.—Three all-metal monoplanes, carrying the first transcontinental aerial mail, left the flying field at Central park, Long Island, at 10:58 o'clock today for San Francisco.

Your Clothes

No man can afford to neglect his appearance. Your clothes are an outward indication of your character and habits. By these you are judged. We make it possible for every man in Memphis to wear good clothes.

Buy NOW
Pay As You Can

All our suits are cut right here in our own shop. Made by expert tailors to fit YOU, and you are given ample time to pay for them.

Empire Tailors
224 S. Main St.

LE FLORE COUNTY FIXES PERSONAL ASSESSMENT

GREENWOOD, Miss., July 28. (Sp.)—The personal tax assessment for LeFlore county will total approximately \$1,500,000. Tax Assessor Leonard declared. The first total compiled by Mr. Scruggs was \$1,512,150. However, this amount was raised by the board of supervisors, which will hear all protests at their meeting in Greenwood in August. In 1918 the assessment roll totaled \$1,800,000; in 1919, \$4,234,235; in 1920, \$5,500,000, or an approximate increase of over a million and a half dollars over last year.

Capture Truckload Of Whisky In Chi

CHICAGO, July 28.—Prohibition enforcement officers declared today that one of the largest transactions of the "whisky ring" had been uncovered in the city last night of a truckload of 81 cases of whisky and the arrest of six men. The truck was seized at a big downtown warehouse, where it was being loaded.

None of those held for investigation could explain the presence of the truckload of whisky at the warehouse, they told police. The owner of the liquor was being traced today.

FARMERS PLEDGE COTTON TO CO-OPERATIVE BODY

GREENWOOD, Miss., July 28. (Sp.)—The staple cotton producers of LeFlore county showed their faith in the Co-operative Cotton Growers association when on Tuesday July 27, despite the inclement weather, over one-half of the total production of cotton in this county was enthusiastically pledged to the association.

O. F. Bledsoe, Jr., who is responsible for the organization of the association, announces that the signatures of over two hundred of the LeFlore county planters can be counted on.

W. L. Douglas

"THE SHOE THAT HOLDS ITS SHAPE"

\$7.00 \$8.00 \$9.00 & \$10.00 SHOES FOR MEN AND WOMEN

YOU CAN SAVE MONEY BY WEARING W. L. DOUGLAS SHOES

THE best known shoes in the world. They are sold in 107 W. L. Douglas stores, direct from the factory to you at only one profit, which guarantees to you the best shoes that can be produced, at the lowest possible cost. W. L. Douglas name and the retail price are stamped on the bottom of all shoes before they leave the factory, which is your protection against unreasonable profits.

W. L. Douglas \$9.00 and \$10.00 shoes are absolutely the best shoe values for the money in this country. They are made of the best and finest leathers that money can buy. They combine quality, style, workmanship and wearing qualities equal to other makes selling at higher prices. They are the leaders in the fashion centers of America. The stamped price is W. L. Douglas personal guarantee that the shoes are always worth the price paid for them. The prices are the same everywhere; they cost no more in San Francisco than they do in New York.

W. L. Douglas shoes are made by the highest paid, skilled shoemakers, under the direction and supervision of experienced men, all working with an honest determination to make the best shoes for the price that money can buy.

W. L. Douglas shoes are for sale by over 9000 shoe dealers besides our own stores. If your local dealer cannot supply you, take no other make. Order direct from the factory. Send for booklet telling how to order shoes by mail, postage free.

CAUTION—Insist upon having W. L. Douglas shoes. The name and price is plainly stamped on the sole. Be careful to see that it has not been changed or mutilated.

President W. L. Douglas Shoe Co. 210 Spruce Street, Brockton, Mass.

W. L. DOUGLAS STORE: 45 So. Main St., MEMPHIS
OPEN SATURDAY EVENINGS

BRODNAX

GEO. T. BRODNAX INCORPORATED
Diamond Merchants
MEMPHIS, TENNESSEE.

Diamonds—a personal asset that lends an atmosphere of success

A Safe, Secure Investment With An Assured Exchange Value

WHEREVER men and women gather—socially or in business—a pleasing personality is conducive to success. Diamonds add appreciably to one's appearance and dress, their scintillating beauty has an attraction that is irresistible. Diamonds possess an indefinable character that lends an atmosphere of stability most desirable and essential to success.

BRODNAX SELLING PLAN.

Pay us one-fifth the purchase price in cash, the balance can be arranged in ten equal monthly notes. By this liberal selling plan you can enjoy the pleasure of wearing the diamond while completing the purchase. It is a convenient savings method that permits one to own a diamond sooner than otherwise, if the entire amount were to be paid at one time. Let us explain the full details of our deferred payment plan.

WRITE FOR SELECTION PACKAGE.

We want you to inspect our offerings. If you are unable to make a personal visit to our Diamond Department, write us. Give an estimate of the amount you desire to invest and state whether you wish to examine a diamond solitaire, brooch, ring, bar pin, lavalliere or necklace chain, and we will send a large selection, express prepaid for inspection in your own home. The diamonds sent in these merchandise packages must sell themselves, therefore we are careful to mark each in plain figures with its exact weight, grade and price. As a means of identification only, we require the name of your bank or two or three well rated merchants.

Our Diamond Booklet No. D-15 contains illustrations of the newest platinum mountings—sent upon request.

